



Influencer Marketing
Gifted Reviews

Reach meets effectiveness: How BIODERMA is increasing its brand awareness with Skeepers

CASE STUDY- BIODERMA



Skeepers



BIODERMA
LABORATOIRE DERMATOLOGIQUE

Customer



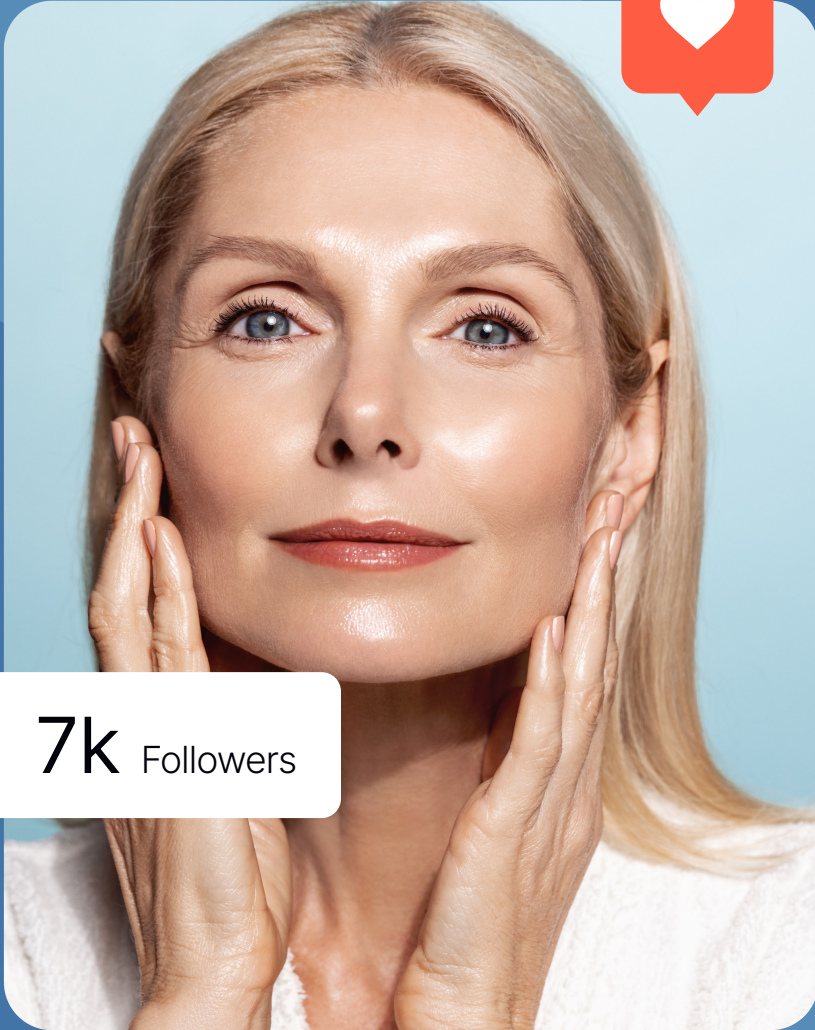
BIODERMA belongs to the NAOS Group and specialises in dermatological cosmetics

Its success story began 46 years ago: In 1977, French biologist and pharmacist, Jean-Noël Thorel, developed its first products. Once he established BIODERMA in 1985, Thorel focused explicitly on **skincare**. The brand's **holistic approach** is unique. It is conveyed through the principle of ecobiology, a combination of "ecosystem" and "biology". The skin is considered a living ecosystem that interacts and changes according to its environment. With its wide range of products for different skin types and its special focus on sun protection, **BIODERMA** has become a **leading brand in the field of skin care**. BIODERMA now operates in over 100 countries and is growing steadily in Germany.





7k Followers



INDUSTRY
Cosmetics



SKEEPERS CUSTOMER SINCE
January 2023



SKEEPERS SOLUTION
Influencer Marketing
Gifted Reviews



WEBSITE
<https://www.bioderma.co.uk>



Context and goals

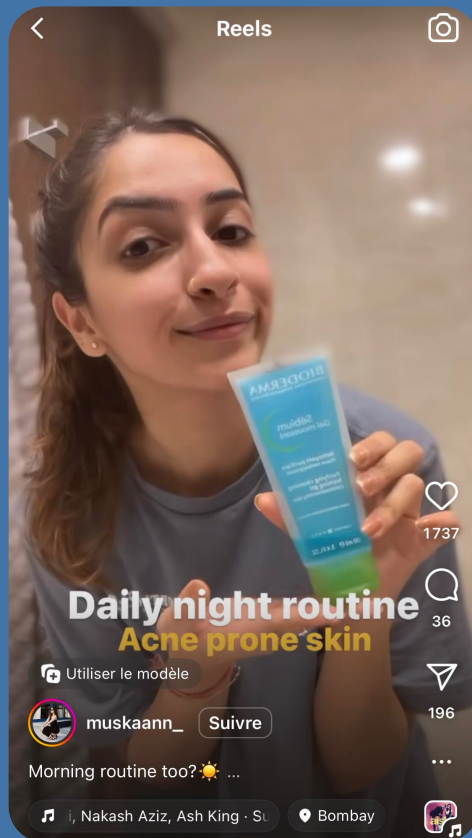


Increase brand awareness and visibility

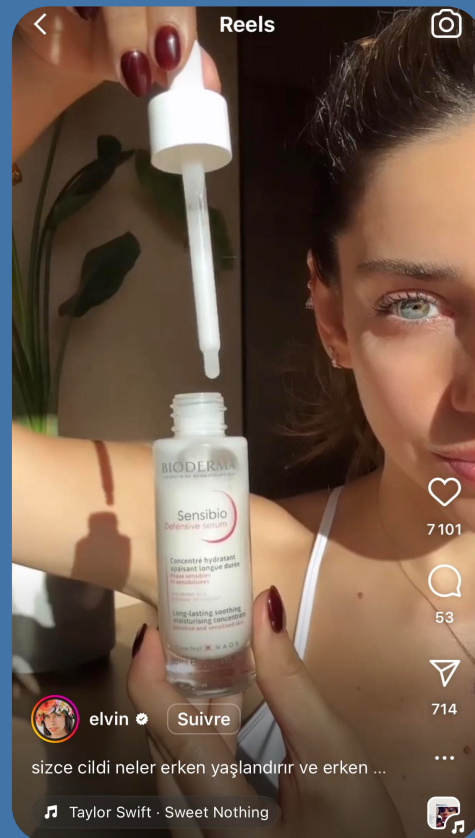
After BIODERMA had already successfully worked with Sleepers in Spain, the first Sleepers campaign in Germany was launched in January 2023. **This joint project aimed to significantly increase BIODERMA's reach and brand awareness** in Germany. Moreover, the aim was to **generate product reviews** in order to **increase visibility** and improve its **online reputation** among e-retailers. BIODERMA had formerly relied on a few micro-influencers to implement influencer campaigns, but the challenge was to find suitable content creators. Thanks to its partnership with Sleepers, BIODERMA was able to implement, **automate and scale** the processes of **influencer activation** and influencer management. The brand freed up significant time and was able to devote it to other projects.



Solution



Picture credits: @ muskaann_ on Instagram



Picture credits: @elvin on Instagram

A platform to get your micro-influencer strategy structured

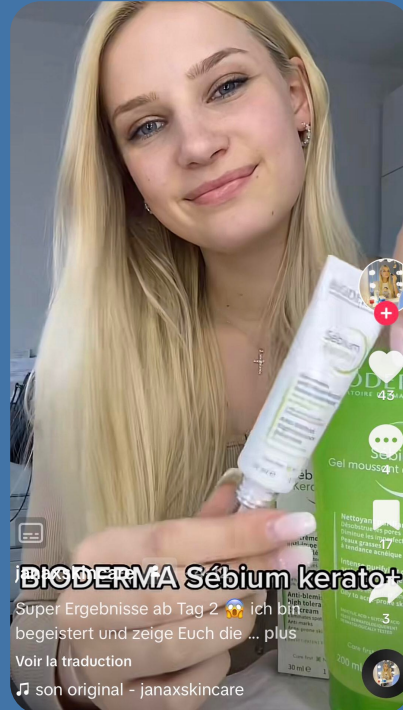
BIODERMA chose to partner with Skeepers using their **Influencer Marketing** and **Gifted Reviews solutions**. On the Skeepers' influencer platform, BIODERMA used filters to select from a wide range of influencers who had the **best strategic brand fit**. The platform's "Personal Profile" function enabled **precise targeting**, ensuring the highest profile relevance and significantly simplified the selection process for the cosmetics brand, making it much more efficient. BIODERMA has launched six campaigns (as of June 2023) on **Instagram and TikTok**. Up to **788 influencers applied** to be part of the campaigns that were set up with most influencers between the ages of 27 and 38 years old and female. A partnership was established with **138 influencers**.



Solution



Picture credits: @off.kuprikova on Instagram



Picture credits: @janaxskincare on TikTok

Management: influencer campaign plan

BIODERMA defined the product features the influencers should highlight with the NAOS digital manager developing **campaign plans** and drawing up a **detailed briefing** for the influencers. This included the key messages, suitable hashtags and information on what should be avoided when presenting the products. After **the partnering was approved**, the products were shipped to the influencers. A total of 97 publications ensued.

As part of Skeepers' **Gifted Reviews** solution , **BIODERMA items were shipped to consumers in exchange for a text and star rating** published on the BIODERMA website and at **partner retailers** DocMorris and Shop Apotheke.



Results on Instagram

5.13 % engagement rate

176 K impressions

813 K followers

173 K reached

9 K€ EMV

39 K likes

1,792 comments

139 stories



CASE STUDY - BIODERMA

Results on TikTok



5.20 % engagement rate

2 K views

106 likes

2 comments



Results



141 reviews

4.98/5 Global rating

BIODERMA received a total of **141 product reviews** with an overall score of 4.98 out of 5 stars through "**Gifted Reviews**". This sustainably strengthened consumers' trust in the products' effectiveness. The positive reviews also afforded a **stronger positioning** among e-retailers. The above results show the success of the Sleepers campaigns and significantly support the BIODERMA cosmetics brand in **achieving** its **goals** in the sphere of e-commerce and social media.



Gifted Reviews

Mandy Bettzieche



#agiftfrombioderma this cream is really good, it provides a lot of moisture and is absorbed immediately. It is **fragrance-free** and therefore perfect for my little son, we **love this cream** and use it often

Sara Peppel



The product works really well. My **face** is **smoother** and finally feels good again. The texture is pleasant, and I also like the smell. It works like magic. #agiftfrombioderma

Laura Kreideweiß



#agiftfrombioderma As part of a product test, I was allowed to use the Bioderma Atoderm Crème Ultra for free, and it was great for my skin from the very first application, providing a **nourished, soft skin feeling** straight away.



Conclusion



Thanks to **Skeepers**, **BIODERMA** was able **to achieve the defined goals in terms of reach and brand awareness**. The influencer campaigns and product reviews significantly contributed to **increasing the visibility** of the advertised **products** and consumer trust. Partnering with the influencers proved to be highly **effective**. Clear communication and **targeted briefings** also boosted the campaigns' success. **BIODERMA** found **Skeepers' ongoing availability** and the professional, smooth running of the partnership particularly positive.

Based on this **successful partnership**, **BIODERMA** would like to implement projects with **Skeepers** in the future. Insights gained from previous campaigns will be used to optimise future activities. The company plans to launch new product ranges in the near future and will continue to focus on quality ingredients and partnering with suitable influencers. The **Skeepers partnership** will enable the **BIODERMA** brand to further **strengthen its position as an industry leader** in skin care.



CASE STUDY - BIODERMA

Quote



Photo credit: @mylittleboxde on Instagram



Jana FIRHER

Digital Manager at NAOS Deutschland GmbH

"Partnering with Sleepers is a **great asset for BIODERMA**, as we have been able to significantly increase our reach and brand awareness and will continue to do so. We have been impressed by the professional and straightforward partnership. We look forward to continuing this success story and further strengthening our position as a leading skincare brand together with Sleepers."



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